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Military Spouse Entrepreneur Guide

5th Edition

2022

October 2022

Brought to you by the Association of Military Spouse Entrepreneurs™ (AMSE™)

The Power of Networking



- > **Virtual vs. In-Person Networking: Which is Best for You?**
- > **Post-Event Tips to Build Meaningful Connections**

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A Note from AMSE™'s Founder

As business owners, in-person events are the number one way to grow professionally and reach more clients. But we haven't attended events in a while. And although we have continued to keep the networking alive through virtual events, the in-person experience is where all the goodness happens.

I am a committed networker, and the pandemic wreaked havoc on the opportunities for making professional connections with canceled conferences, a shift to virtual and remote work, and far fewer opportunities for in-person networking events. Many of us have doubled down on our existing relationships, radically reducing the number of new people we've met over the past two years and losing others.

I don't know about you, but I am ready to jump back in.

I know there is lingering fear in the back of our minds from the pandemic, but we must get back to living and connecting in person again. It truly is what makes a business. The people you meet, connect with, and learn from as you grow are the very heartbeat of your business and brand building.

There is something special about meeting someone you have seen online for years. It's so crazy meeting for the first time, even if you're familiar and have seen each other often online. And what about getting your bearings back to in-person networking while considering new norms and expectations?

Just like networking, navigating in-person events is like riding

a bike. You might need a bit of practice, but muscle memory kicks in, and before you know it, you are pedaling with no hands. It's the same for in-person networking. You remember the basic concept but need to warm up. This is why we put this guide to in-person networking together. Dust off your blazers and business cards, and get motivated!

Every successful business has been built on the backbone of people meeting in person. I know you want to thrive in building the business you deeply love and desire while making those connections to further support your mission.

With so many events launching this season, I can't wait to meet new people and reconnect with some of my colleagues. Being home the last few years has been hard for an extrovert like me. I look forward to meeting you all at one of the events AMSE™ will be hosting or attending.

So what are you waiting for? Flip the page and jump in!

-Moni Jefferson
Founder/CEO Association of Military Spouse Entrepreneurs™ (AMSE™)



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PRE-EVENT



To Go or Not To Go: Why In-Person Networking Is Worth Your Time

By: Mary-Catherine LaBossiere,
MPH, RD, LDN, Owner of Defy
Nutrition

Reading time: 3 minutes,
16 seconds

In-person networking is back! These events have great potential to bring business and personal growth. There's something about seeing someone in person, shaking their hand, and getting to know them better that feels different than a virtual event.

It is more than putting a face to the name; they allow each of us to give our brand identity and personality. Think of Jake from State Farm or Flo from Progressive. *We know them, we like them, we trust them.*

On top of representing our brand's identity and personality, networking events allow us to grow as individuals and within our business. They

make it incredibly easy for someone to introduce you to another person who they think would be a perfect connection. No waiting for the Zoom call to end just to schedule another Zoom call—you can talk to that new connection on the spot!

These events give us the ability to increase the visibility of our businesses. From taking pictures and tagging relevant attendees' social media accounts to wearing your jewelry product, there are endless opportunities for connection and representation.

In-person networking can also grow confidence. Routinely attending in-person events pushes us to talk to new people and repeatedly affirm our experience, education, mission, and vision.

But even with all these benefits, you may ask, “Is it worth my time?”

It's important to weigh the pros and cons of attending. As you consider whether to attend your next event, remember the benefits above and these factors when registering.

Factor 1: Time

Above all else, you must decide if you have time for the event. It is more than asking, “Can I squeeze this into my schedule?” Ask yourself if you can allocate the time to travel there and attend the event relatively stress-free. Can you put things on hold, work ahead, or outsource your business operations?

As military spouses, it is also important to weigh how we spend our time when our service member is home. You may have the time on the calendar, but if you know your spouse will be leaving soon you might reconsider. Time is precious, and we would value quality time with family over networking with colleagues.

yourself out there, share your business, make new connections, and accomplish your personal goal for that event. The more connections you can make, the bigger your ROI will be.


Factor 3: Event Offerings

This could be an educational presentation, a pitch contest, speed networking, or roundtable discussions. You may not want to attend if the presentation topic is not attractive to you. You might not be ready to participate in a pitch contest, but you can learn by listening to others. If small talk is intimidating, speed networking might be easier for you to connect without the pressure of maintaining conversation for long periods. Will there be swag, discounts, or exclusive offers for attendees?

Consider everything the event offers to determine whether it is a valuable use of your time.

align with your business model and values? If you want to chat with speakers for potential collaborations, find out if there are opportunities to network with them. Will there be booths? Can you talk with brands that could possibly support your business venture or idea? An attendee list or agenda can help you answer these questions and decide to attend.

There are certainly more factors to consider when registering for an in-person networking event, but these can help you as you think about whether it is worth your time. The ability to meet in person again is so exciting, and events are popping up everywhere! Events are meant to benefit your business, so choose to attend wisely.

 **Take Action: Curious about the benefits of networking events? Ask your AMSE™ community in our Slack channel and receive real answers and perspectives from military spouse entrepreneurs!**



Factor 2: Cost/Benefit

Most networking events have a cost, even if it's as minimal as parking or gas. Other costs may include registration, transportation to and from the event, and food and drinks while attending. For a multi-day event, costs may include lodging, a rental car, or public transportation pass. You could be looking at thousands of dollars in expenses. Can your small business afford this? Is there a virtual option that is priced in your budget?

To balance out the cost of an event, think of your return on investment (ROI). Investing your time and money into events pays off if you put

Factor 4: Attendance List

Some networking events share their attendee list. You can use this list to guide your decision on whether to attend. An event with attendees you already know might be a fun reunion, but it would not be worth your time if you want to make new connections. Meeting new people will help you build brand awareness. If your goal is to pitch your services to someone who confirmed they would be in attendance, the event is more likely to be worthwhile.

Consider if you need to build your brand with new clients and followers or if you need to look for partners. Do they

[illegible]

PRE-EVENT



9 Types of Networking Events to Try

By: Rachel Carpenter,
AMSE™ JBLM Chapter Co-leader

Reading time: 2 minutes,
42 seconds

A networking event is a broad term used to describe events for entrepreneurs and business professionals. Gone are the days of a boring agenda with presentations and sales pitches; networking events are fun, engaging, and presented in various ways.

Let’s break down a list of nine types of networking events for you to try. From casual to formal, large to small, there is an event for every military spouse entrepreneur.

Happy Hour

Happy hour is not just for low-priced drink specials! This type of event is perfect for a laid-back, casual social interaction. The hosts rent out a section of a bar or restaurant, and attendees can have a drink and appetizers while conversing with others. Happy hour events ease the pressure and can help break the ice, especially when paired with a daytime event.

Virtual Group Event

A virtual event allows attendees and hosts to meet up any time, anywhere. This can be a Facebook or YouTube Live or even a Q+A session with an industry expert. The benefit of virtual

events is that you can network without traveling to an event, and it opens up the possibility of connection in an accessible way.

Career Fair

While you may not be looking for a new career, these events are still a way to network and connect with others. Perhaps you could host a booth or table promoting your business while mingling with others in your industry or area of interest. Career fairs are also a great way to recruit and connect with new talent and potential brands for future collaboration.

Lunch or Dinner Event

This is another opportunity for a more casual networking experience. Let the host offer you a meal while you mingle with other professionals. Food is a great icebreaker and distraction if you are feeling nervous. Enjoy a meal and conversation while listening to a speaker or participating in a group discussion.

Speed Networking

Looking to meet new people but short on time? Speed networking works like speed dating; attendees pair with another person for a set time. When time is up, the attendees switch partners and meet someone else. Make sure to have your elevator pitch prepared or a concise statement of

your business and brand, and consider bringing your contact info to share when the timer goes off.

Co-working Group

Work together with other professionals in a co-working group. This is an excellent option for collaboration and support, as attendees swap information and suggestions while working in the same setting. AMSE™ hosts our own Virtual Co-working every month, and so much magic happens when military spouse entrepreneurs get together to share ideas and advice!

Themed Workshop

Develop skills while also networking with others. A workshop is a themed group event that focuses on a specific topic. It might include presentations or instructional modules, and the group gains professional development while working with others in their area of interest. This is an ideal way to combine both education and connection.

Roundtable Discussion

For a more personal discussion, try a roundtable event. These are smaller events where a topic or question is dissected and debated. If you are passionate about something, this might be up your alley. AMSE™ recently hosted a series of roundtable discussions with Meta and the Center for American Entrepreneurship that

My Notes

dove into the struggles and roadblocks of military spouse entrepreneurship, with small groups of military spouses in attendance. This format allowed attendees to make their voices heard and speak directly to those who wished to enact change.

Conference

A conference is what most of us think of when we imagine a networking event. These are usually large affairs with presentations, breakout sessions, and more options to customize the attendee experience. Many of the events listed above are included in a multi-day conference. While this may seem daunting, a conference allows one to meet and connect with many people and learn more about the topic or area of interest.

Keep reading this guide for tips on how to succeed at networking in any event, and give one of these a try!

AMSE™ Action Item: Attend an AMSE™ Coffee Chat! This virtual meet-up is a casual way to introduce yourself, meet with others, and practice feeling comfortable in a networking setting. Sign up for this event in your Member Dashboard!

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PRE-EVENT



Photo of Jenn Rivera, Ascender Consulting
Photo by Apex Photography, Andrew Tremblay

What to Wear to an Event

By: Moni Jefferson,
CEO of AMSE™

Reading time: 2 minutes,
30 seconds

The first thing we are all thinking about when we plan to attend an event is...

What am I going to wear?

If you are scratching your head and panicking, you are not alone.

Networking is at the core of business development and sales. However, picking out what to wear can be a mental obstacle course, with so many different messages sent your way. Do you go business casual? Is it business formal? What about adding a new trend to the mix?

There's not one protocol for dressing for these types of professional events, and it will undoubtedly depend on the kind of event you are attending. This article will cover tips for what to wear in different situations and what you should try to avoid.

Why is appearance important?

Business connections and partnerships are established during networking events, so dressing the part is essential. As you connect with people in your industry, new opportunities arise, and your presence at these events helps build your reputation.

Check the schedule

Some networking events are formal, while others have no dress code. If you're attending an event for the first time, such as a conference or charity dinner, you'll want to feel comfortable and not worry about what people think of your appearance.

Before you attend any networking event, try to talk to the event organizers and review their schedules to see what types of sessions and networking opportunities they will have.

Comfort should be your priority

We know that initial appearance is essential as people form a subconscious impression of us. However, appearance isn't limited to what you are wearing. What are some of the behaviors and appearances you've observed during the hundreds of meetings, networking events, and conferences you've probably attended?

Something undeniable is discomfort. Whether someone is wearing a jacket and tie when it's too hot or a thin shirt when the air conditioning is on full blast, it will affect the focus of why you are attending the event. When you attend networking events, make

sure you prepare for various scenarios:

- Will the room be too hot or cold? Are you prone to being hot or cold? Should you carry a jacket?
- Will the colors you are wearing show sweat marks?

Layer it up

You can always play it safe and use layers. Try a short sleeve shirt with a blazer so you have that professional feel, but if you get hot during a session, you can take it off or keep it on to stay warm. Venues are unpredictable, and you may travel out of state to a cold climate whereas you are from a warm environment.

Color Scheme

In the spirit of packing light, you should also consider sticking to one set of themed colors. That way, you have minimal shoes and clothes you can swap to make several working outfits. No one will notice if you wear the same black skirt a couple of times if you change things up with a different shirt and jewelry. Plus, you're traveling, and people tend to understand that you won't have the convenience of your closet from back home.

Versatility

Pack items you can dress up or down. If you stick to solid color basics, you can wear the pieces for the daytime workshops and networking and be dressed up for the particular event function. A little black dress, a scarf, cardigan, and blazer work very well and should be considered.

Most networking events have a very relaxed dress code and are specific about what to expect. Event hosts understand that you are traveling and want to

pack smart to make the most of your time focused on the event, not what you are wearing.

In general, it's better to be slightly overdressed rather than underdressed. Use these tips to prepare your wardrobe for the next networking event and check one less thing off your pre-event list!

AMSE™ Action Item: Join an in-person AMSE™ event by joining a local AMSE™ Community Chapter.



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PRE-EVENT



Photo Courtesy of AMSE™

Network Before the Event with Social Media

By: Moni Jefferson, CEO of AMSE™
Reading time: 1 minute, 24 seconds

Social networking is a must if you want to have a successful event. But, you shouldn't wait until the event to start networking! Get ahead of the game and connect with fellow attendees and speakers before arriving. Set yourself up for success and confidence in the event, knowing you have established yourself.

Complete your social profiles to ensure they feature a current headshot, contact information, and background. This is where people will want to connect with you during open networking opportunities. It doesn't have to be

updated on all platforms, just the main ones you want to share. It would be best if you had an updated LinkedIn profile at the very least. Some people do not carry business cards and instead connect online and through social media; you do not want to waste an opportunity.

Review the agenda for fellow participants and speakers and connect online. Events share the agenda and speakers ahead of time, so head over and follow the speakers. Go one step further and introduce yourself via private message.

Lead with an ask to meet in person for coffee or a drink. If you find someone in

your field of expertise or with something in common, you can always ask to meet up during the event. Fill up your schedule with prospective sponsors and organizations you would like to share more about your organization with.

Create a buzz and share your status leading up to the event. Post something about the event you are attending, tag colleagues or friends, and highlight the venue or brand hosting the event. It will gain attention from fellow attendees and those hosting the event.

Prepare for the follow-up and ensure you are ready to reconnect with those

you meet. The best way to do this is to set up an appointment link ahead of time (such as Acuity or Calendly) to streamline the process of sharing availability.

Events can be stressful, especially if you are new or don't know anyone yet. So connecting before the event will ease the anxiety and give you something to look forward to once you arrive.

AMSE™ Action Item: Need help with updating your LinkedIn profile? AMSE™ has a LinkedIn Audit worksheet on the Member Dashboard to get you started!

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PRE-EVENT

Must-Haves for your Next Networking Trip

By: Laura Early, Chief Experience Officer, WISE Advise + Assist Team

Reading time: 2 minutes,
47 seconds

There aren't many things worse than arriving on a work trip or event only to realize you left something essential on your desk at home. When traveling, being prepared isn't just a nicety. It is positively crucial.

Entrepreneurs know how chaotic life can be, but by creating simple and sustainable systems will allow you to streamline workflow and show up anywhere ready to work. Having a checklist helps create consistency so you can be event-ready quickly.

Pro Tip: Save this checklist on your mobile device for easy packing. With this checklist in hand, you can remote work from anywhere.

Tech Must-Haves

Portable power strip. Set up anywhere with a mobile power strip; you don't need to worry about the only outlet across the room or beside the bed. This hack lets you work from anywhere in the room without scrambling for an outlet.

Backup charger/battery. Keep your devices running on the go with backup power and charging cables. Have you ever been in the middle of a meeting or a phone call when your battery fails? You'll never miss another important call, text, or business alert with backups.

Pro Tip: Have a specific bag to pack your cables, so you never miss throwing them in the suitcase. Throw

your cables in the same bag every time, and the consistency will help guard against the tendency to skip the important things.

Computer/Laptop. Your computer really is command central. Connectivity through email and online communications is required, no matter where you are or what you're doing. While you can certainly set boundaries around online availability, having access is always necessary.

Hot spot. A hot spot is always a plus if your location doesn't have a reliable internet connection. Make sure you are always connected to the internet to share snaps of the event on social media or send immediate emails to contacts made during your trip.

Noise-canceling headphones with a microphone. It always seems like the hospitality teams at hotels are always ready to vacuum when you're in the middle of a project. With headphones in hand, you can focus on much-needed projects or take calls without leaving the venue.

Clip-on ring light. Stop relying on standard lighting; bring your own light to ensure you look your best in every picture! Fluorescent lights are not anyone's friend.

Personal Must-Haves

Blazer. Throw a blazer over a t-shirt or tank top for a professional look for any calls that pop up during your trip. This also helps you pack light and can be worn more than once.

Refresh kit. You will be at the event all day, eating and drinking while sitting for long periods. You need a refresh kit! Pack some mints, floss picks,

deodorant, and anything you need to freshen up quickly.

Company information. If you are attending an event looking for sponsors, partners or investors, or even collaborations, then prepare folders with a high-level overview of your company.

Business cards. This is up for debate, but you never go wrong with having business cards on hand. Lots of them. You never know who you will meet networking from one workshop to another, and events are fast-paced. There is not a ton of time to dive deep into your business or find ways to partner unless you have a follow-up. If you do not want to carry a bunch of business cards, have one readily available to share with a QR code.

Snacks. When traveling or networking all day, you may be unable to stop and have a full meal all the time. If you keep a few pre-packaged snacks and bottled water around, you can tie yourself over until you have the opportunity to grab some grub.

Small business owners and entrepreneurs are always on the run, and packing is usually squeezed in between meetings or phone calls. By keeping a checklist and some specified bags for packing, you can be ready to jet-set in moments without worrying about what you left behind. That gives more time to prepare for the event and network with others!

AMSE™ Action Item: Find more networking prep tips and ideas in our March 2022 AMSE™ Action Guide. Download it on our website or the Member Dashboard!



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IN-EVENT

What to Expect From a Networking Event

By: Ashley Dolar,
Freelance Content Writer & Editor

Reading time: 2 minutes, 5 seconds

Networking is a professional necessity for entrepreneurs. Many business owners say that up to 28% of their sales leads come from networking. That kind of return on investment is hard to find even during the best economic climate.

And while we understand the positive impact networking events can have on your business, attending your first or subsequent events can feel daunting. What will happen there? Will I have to speak there? Will there be partnership opportunities, and how do I gain these?

Read on to discover more about specific networking events and how to put your best foot forward (and perhaps your mind at ease).

4 Key Parts of a Networking Event

Networking events can be formal or informal and happen in-person or online.

Remember, it's essential to do your research on the networking event before getting there. You should know the topic, the agenda, and the key participants. It's also helpful to know the format; a networking event can be a happy hour meetup, seminar, workshop, conference, or trade show.

In the case of a more traditional networking event, the meeting typically follows these steps:

Meet and Greet

It's time to polish up your elevator pitch! Include a few points about your personal and professional life and your company's mission. This is your opportunity to shake hands and make genuine connections. It's also an excellent time to hand out your business card, but only if it makes sense and seems like a natural transition.

You can put together a few conversation points about yourself and your business so you are ready to engage with other business leaders on their interests and company goals.

Presentation

Networking events usually feature a keynote speaker or professional development presentation. It sets the tone for the rest of the event. Hopefully, it is motivational, thought-provoking, or appropriately humorous. This portion helps break the ice for the all-important breakout sessions.

Breakout Sessions

You can build the strongest relationships in this small group setting. It's time to collaborate and do a deep dive into your specific pain points. This is where you can offer a helpful ear and maybe a solution to a fellow participant. It's also where you can bring your business challenges to the table and get expert advice from fellow entrepreneurs. Ensure you stay on topic, show interest, and ask meaningful follow-up questions.

Again, hand out business cards or virtual information when appropriate. You'll want to contact these colleagues via email or LinkedIn to continue the relationship.

Closing

This portion usually wraps up the official networking event. From here, the group can mingle at the venue or even decide to continue the conversation at a future date. If there are any happy hours or social events, try to attend—it doesn't have to be all business and no fun!

No matter how the event runs or what your focus is going into a networking event, go in with a game plan, a few talking points, your elevator pitch, and a positive attitude. Think of it like this: you are only one person away from an opportunity. Learn, socialize, and mingle your way to better business!

AMSE™ Action Item: Polish your elevator pitch with our Elevator Pitch Template. Find it in the Blueprints section of your Member Dashboard!



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Introverts and Extroverts: Use Your Strengths To Connect

By: Kathleen Fritzsche, AMSE™
Communications Coordinator

Reading time: 2 minutes, 23 seconds

Let's face it; networking is hard. Building mutually beneficial and professional relationships is a daunting task that can overwhelm anyone. So why not take advantage of your natural personality traits to make the process both painless and fruitful?

When you think of someone introverted, what do you see? Someone alone in a corner at a party, talking to no one and wishing they were home? How about an extroverted person? Are they the life of the party?

Modern-day psychoanalysts believe we harbor introverted and extroverted traits, although an individual will generally lean one way or the other. You can use these traits to your advantage while networking by harnessing your strengths and natural behaviors.

Here are a few tips for harnessing your introverted and extroverted traits to be a successful networker.

For the Introvert

Make the most of your reserved and reflective nature:

- Attend smaller, more intimate networking events to keep from feeling overwhelmed.
- Bring a friend. Knowing someone to help you break the ice will make approaching others easier.
- Ask for an introduction from someone

you know. No ice breaker is needed.

- Practice introducing yourself at home. The practice will help you feel more comfortable approaching someone new and give you the space to breathe through any nerves.
- Start your networking journey online through a community like AMSE™! Join a virtual event like Co-working or Coffee Chat. Networking online will allow you complete control over how many people you interact with and allow you time to practice those networking skills in a less overwhelming environment.
- Take it slow and easy; any networking is good networking. You don't have to jump into the deep end.

For the Extrovert

Utilize your outgoing and life-of-the-party traits in an event:

- Research attendees before an event. You can talk to almost anyone about anything, but a little preparation will help you make the most of those skills by allowing you to look for those who could become valuable connections.
- Prepare a goal. Instead of going into a networking event and casting your net wide, take a few minutes to prioritize. Then, use that goal to help drive your conversations and to seek out connections.
- Listen. If you're always talking, you're not listening. Instead, use your quick thinking to help someone else solve an issue in their business or offer

support. Listening will help you create long-lasting mutual relationships.

- Take notes to follow up. As a social butterfly, you will meet many people at an event, but make sure you are taking the time to get the contact information to follow up.
- Pay attention to the people not talking. As someone who thrives on group energy, you gravitate to the large crowd of chatting people. Try drifting out of your comfort zone and use your skills to bring someone else into the group. Learn about what they do and help put them at ease; you might discover a new, unexpected connection.
- Be self-aware and take care to avoid dominating the conversation. You don't want to be pushy or aggressive just because you're excited about the topic.

Regardless of your personality type, take the time to discover what's most comfortable for you and set realistic expectations. Even the most experienced person will have an awkward moment, so cut yourself some slack. Becoming a master networker takes dedication and preparation.

As you learn to utilize your personality traits, introverted and extroverted, networking will be a breeze in no time!

AMSE™ Action Item: Start networking today at one of our monthly events. Register on your Member Dashboard.

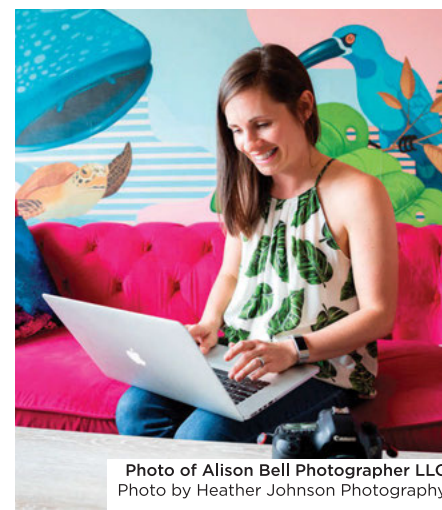


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Photo of Catherine Abiera-Lumbres Homes
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By: Jayla Rae Ardelean,
Enneagram Coach and Host of
The Heart of a
Milspouse Podcast

Reading time: 2 minutes,
40 seconds

What is your Enneagram type?

With the rise in popularity of personality-based systems in the past few years comes the distortion and oversimplification of how to use your personality traits to your advantage.

If you've ever said, "I can't help it, I'm a type x," then you're not the only one. You're among thousands if you've ever shared a meme on Instagram with a collection of words depicting your Enneagram type to your stories. And while knowing your strengths is essential as an entrepreneur, it's knowing your personality's weaknesses that impact your survival as an entrepreneur.

The Enneagram is a profound system. Its framework has 9 personality types, and its foundation is built on what motivates and is important to you. Our personalities become a set of defense mechanisms and triggers that we first work to become aware of, then change how we react. Working with a coach or mentor helps you to evaluate when your personality is working in your favor and when there are opportunities to grow.

Learn how to take advantage of business development that's rife with opportunities for each Enneagram type. Here are

As we return to more in-person events, understanding your personality type's strengths and growth points is crucial because self-awareness and preparedness go a long way.

potential strengths and growth points for each type to keep in mind at your next event:

Type 1

Strength: This type has a strong sense of why the event is good for them already and will help guide others.

Growth point: If something at the event sounds fun but you have deemed it "unnecessary," lean into it instead! You can have an enjoyable time and relax while working at the event.

Type 2

Strength: If you're an Enneagram type 2, you're likely a fantastic connector, introducing people to who they need to know and becoming the center point for relationship building

Growth point: If you are attending an event with friends or colleagues, be sure to determine which sessions are important to you, follow through, and allow others to split off into pairs of their own.

Type 3

Strength: This type commands attention in the room, is well-connected, and likely has natural networking skills.

Growth point: Let the polished professional look lower its veil every now and again to create better connections.

Type 4

Strength: You may share experiences openly and honestly and encourage others to dig deeper.

Growth point: Write and practice your elevator speech, even if you think it sounds like everyone else's.

Type 5

Strength: You are likely knowledgeable in many areas of business development (or otherwise), and you'll give others a great launch point in building business relationships.

Growth point: If someone is expecting an emotional response or quick answer from you and you get overwhelmed, it's OK to say, "Let me think about that, and get back to you."

Type 6

Strength: Because listening to others and information likely comes naturally to this type, be the sponge you are and soak everything up!

Growth point: Instead of defaulting to the authority figures at the event, consider what it is you already know and believe to be true about your business.

Type 7

Strength: You are likely attending the event for inspiration, fun, and to meet new people—shine on!

Growth point: Resist FOMO! You don't need to attend every session at the event; choose wisely based on your business strategy.

Type 8

Strength: This type has a strong sense of advocacy for themselves and others and won't stop until the right resource becomes available.

Growth point: Allow yourself to share and be vulnerable with the right person.

Type 9

Strength: You make everyone feel included through collaboration, support, and

validation; bring this attitude forward at your next event!

Growth point: Give yourself ample rest between event sessions, so you're less likely to "check out" in a group conversation or lose steam during networking.

So before you enter your next event, find your Enneagram type and strengths to maximize your experience!

AMSE™ Action Item:
Jayla taught an AMSE™
Masterclass about
Enneagrams—go watch
the replay on the Member
Dashboard!

OWNING UP

with Moni Jefferson

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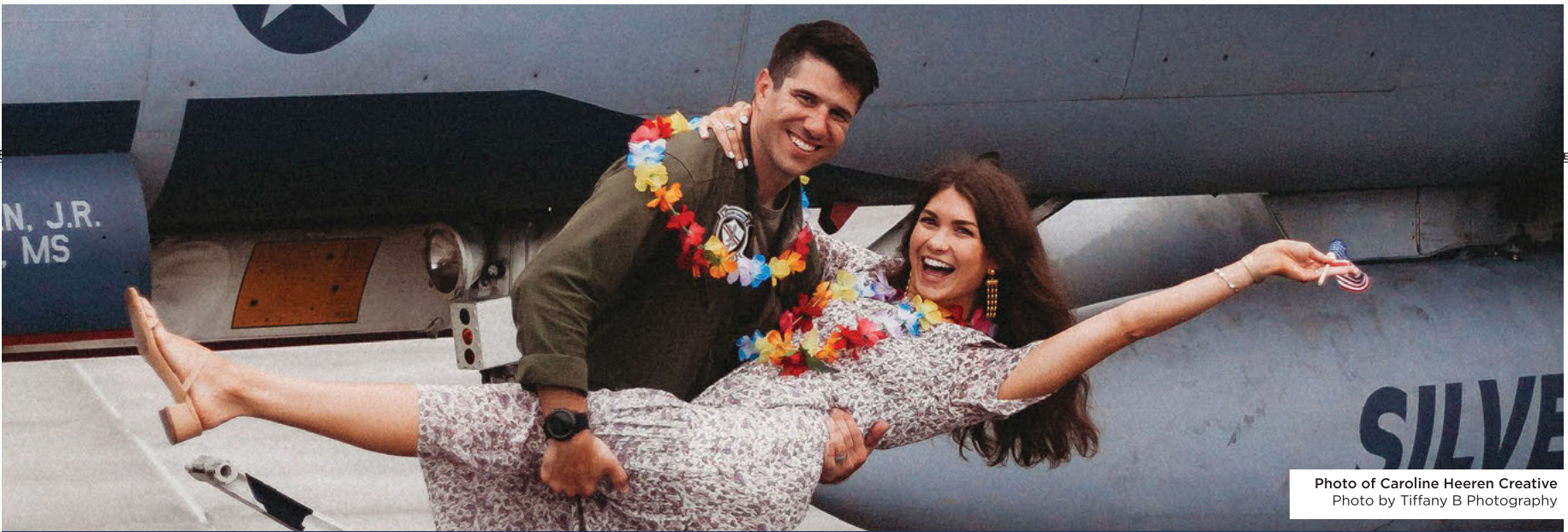


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Photo by Tiffany B Photography

How to Pitch Without Being Pushy

By: **Sara Copp, AMSE™ Membership Success Specialist**

Reading time: 2 minutes,
24 seconds

Whether you're networking in-person or online, talking about your offers and services to others can feel off-putting. You don't want to come across as too pushy. But with the right practice, you can enter the event ready to market and network.

Get Social During the Event:

People do business with people, and building and nurturing relationships should be your primary goal at a networking event. It is important to give more than you take during each interaction. To do this, recommend starting conversations with others by asking about what they do, the services they offer, and what struggles they are currently facing in their business.

Here are 5 examples that will get people talking:

1. "What brought you to this event?"
2. "What are some of your favorite projects you're working on right now?"
3. "What are you hoping to accomplish in the next year?"
4. "What got you started with your current position?"

5. "What skill would you most like to master?"

If you are asked what you do, make sure you can quickly articulate what problem you solve for people or the joy you bring.

Instead of saying "I sell and buy houses" or "I'm a realtor," say something like, "I help first-time home buyers find a home they love without going over their budget."

If you run a youth t-shirt business, try saying, "I create personalized memories for children's birthdays."

If the opportunity presents itself to participate in the event, do it! Don't be afraid to participate in Q+A, group panels, and debates.

Offer Value:

Networking events are a two-way street; when you can help solve problems and give helpful nuggets of advice from a place of service, it is impossible to come across as pushy.

Value can come in many forms and is relevant for product and service businesses.

Share a helpful tip or tell a story. Give physical coupons, offer free consultations or calls, run reports, or offer to make introductions. It is human nature to want to reciprocate or to feel as if you "owe" something if someone does something nice for you.

Pitch Yourself:

Your elevator pitch should be a short and memorable statement of your business, brand, and services. It should include an introduction, your mission, and a value proposition. Tell them what you do well and why you are an expert in your field; include an exciting hook or example of how you help people. You want to capture their attention and make it memorable.

How do you pitch without being pushy? Don't sell them!

The goal is to earn a second conversation, not to secure a deal. Avoid any phrases or words that ask for an immediate "sell," and keep it short and to the point. If you do not have an elevator pitch or need to refine it, AMSE™ has resources on our Member Dashboard to help! There are blueprints, worksheets, and masterclass replays on how to customize your pitch.

Disassociate from the Outcome:

It is important not to get wrapped up in the outcome of the relationship. If the relationship does not grow or you do not secure a second conversation, that is OK. Understand that you are not for everyone and people need to see the value in what you sell or provide. It's not personal; taking yourself (and your feelings) out of the result removes the personal responsibility of that person's actions on you.

Remember that your goal at an event is to walk away with connections, not deals. Keep these tips in mind as you pitch yourself and avoid that pushy sales effect as you mingle and network.

AMSE™ Action Item: Practice your pitch and build confidence with our Blueprints in the Member Dashboard. Fill out worksheets on your Elevator Pitch and more!

94%

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milspace
entrepreneurs



Photo of Nicole Bowe-Rahming, The Fortitude Institute

The New Networking Etiquette

By: Christinna Kitchaiya,
Owner of CK Connections
Read time: 2 minutes, 5 seconds

The fundamental concept of networking is to connect with others for a specific reason. Networking techniques have evolved to meet the digital environment and the physical changes in interactions after the pandemic. This article will give you the etiquette to network more efficiently and confidently if you're unclear about the protocols.

Networking 101

Both networking online and in-person share some basic etiquette rules:

- Be mindful of other people's time and communicate clearly. Be brief, clear, and concise.
- Listen to others. Do not monopolize the conversation! You may hear a problem or find a way to connect with another person by listening.
- Build relationships before asking for help or pitching. You should not walk into an event and ask for things without putting in the work! Networking is a long game; you must give value before expecting to receive value.
- Follow up with those you connected with. It is OK to share a business card

or exchange social contacts; you will need these things to follow up after the event.

Verbal and Physical Communication

Unless you're networking with friends who already know everything about you professionally, you will introduce yourself frequently. Communicate effectively and efficiently with a few guidelines:

- Practice and prepare your credentialing statement. Make your case for why people should listen to you by starting with one or two of your most compelling background sentences. Show value and credibility.
- After listening to others, appeal to self-interest and personalize your interaction. Assess what you can bring to the table to fill the organization or individual's needs.
- Get direct. I advise against asking a yes-or-no question because that might easily result in a dismissive no. I prefer to say something like, "I'd love the chance to have a quick chat with you and would like to know the best method to get on your calendar."
- Eat with your left hand. It seems strange, but Forbes points out that you cannot shake hands with a right hand that is dirty or greasy from

food. Be mindful of how and what you eat so you can still network professionally.

- Respect personal space and boundaries. Some people are not comfortable with physical interaction. Try an elbow bump or a socially distanced wave. Follow the other person's lead and give them their space, if applicable. If masks or other protocols are a requirement at an event, follow the rules to show respect.

A Few More Networking Etiquette Suggestions

Ask for introductions from others. This is not tacky; it is essential. No one wants a person who barges into a conversation or group discussion. Take the intro and get a warm welcome instead.

Finally, do not hover near the bar or food. While you can make many connections in this area, it is not the only place to meet people. Grab a drink or plate and make room for others. You could miss out on a connection across the room if you plant yourself in one place all day.

Take these suggestions and elevate your etiquette for your next networking event. You will present yourself as a calm, collected professional ready to connect and work with others.


AMSE™ Action Item: Check out the AMSE™ Blog for more articles on professional etiquette and more!



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IN-EVENT

6 Tips for Mastering Your Next Virtual Event

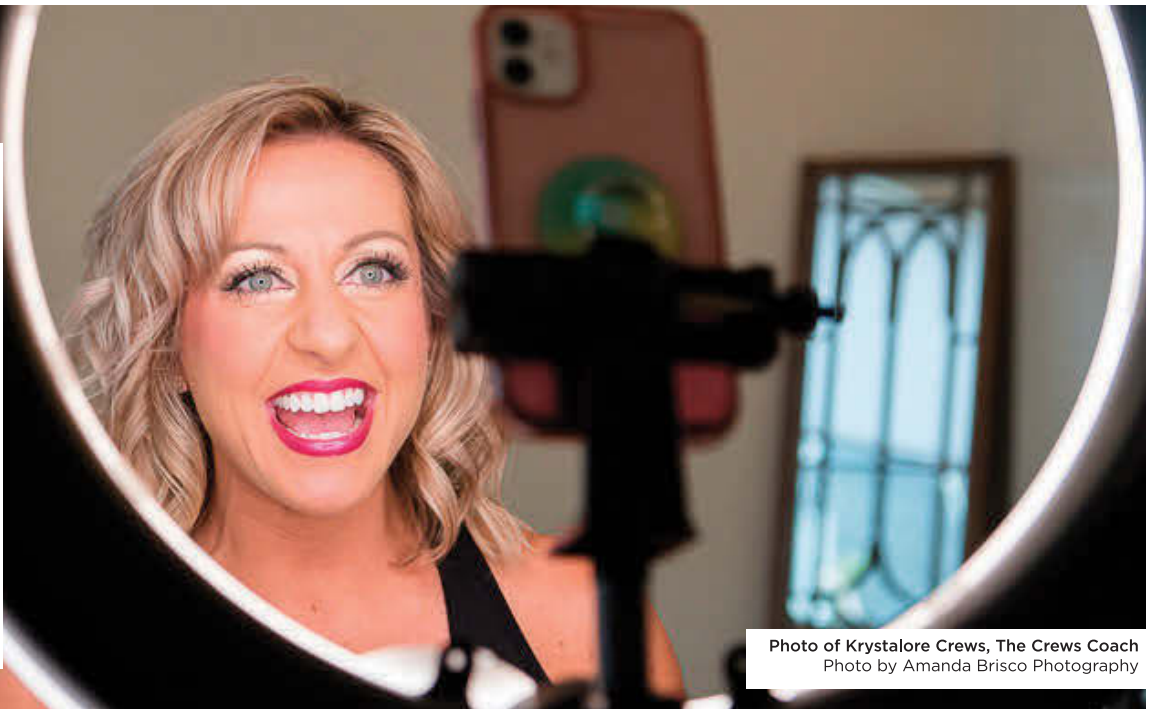


Photo of Krystalore Crews, The Crews Coach
Photo by Amanda Brisco Photography

By: Elizabeth Peace, Owner of
Elizabeth Audrey Consulting

Reading time: 3 minutes, 10 seconds

In 1996, the World Wide Web became a regular part of life. Web research, instant messaging, and communicating with others soon became commonplace. Tools like Facebook and Instagram made conversing with strangers and friends of friends a normal part of life. Entrepreneurs and employers have embraced the value and ability to hold virtual meetings and events.

But just because virtual events and meetings have become a new normal doesn't mean it comes naturally to everyone who is suddenly in charge of hosting one.

Here are six tips that will help you master a virtual event, whether you're hosting for 10 or 500 attendees.

Start with a POA&M

Organizing and planning the details for weeks or months ahead of time will help things run smoothly on the big day. Create a Plan of Action and Milestone (POA&M) for events. This spreadsheet identifies each task and who will accomplish it. You can think of it as a glorified to-do list. Assign it to teammates and track progress by outlining everything and visualizing it. You can also use digital planning apps like Asana or Monday.com.

Getting the Word Out

One of the first things to consider is how to market the event. If you don't have a public affairs person on your team to put together a communication plan, Google has several free examples you can use. Your primary goal is to get the word out so that others know your event is happening and how to attend. The key here is to target the audience you're seeking. Many people blast their event far and wide, hoping it will do the trick by posting on Facebook and spamming their friends over email and messenger. But being strategic about who you invite will get you a lot further.

Think about who your audience is and where they get their news. Are you marketing to stay-at-home parents or someone looking for a second income? How you talk to those two audiences is vastly different, so know who you

want to talk to before you begin your marketing plan.

Troubleshooting Technology

There are many ways to host a virtual event, and the software you use will depend on your budget and what you are most comfortable with. Do you normally use Zoom? Or do you want to dive into Facebook or YouTube Live? Several online options and companies will host your event depending on your willingness to pay and whether you need break-out rooms for different topics. Consider multiple platforms and pick the one that fits your needs and budget.

Whichever you use, make sure you are familiar with the host in advance. Practice using the platform and offer a run-of-show to speakers and staff. On the day of your event, use a corded microphone and headset to avoid feedback issues for the attendees and have a high-quality external camera and a strong internet connection.

Practice Makes Permanent

Being on camera and talking to a large audience is not exciting to everyone. The only way to get comfortable doing it is to practice.

When working with new clients who want to get comfortable doing live TV interviews, have them conduct Facebook lives on their business page first. Having bullet points typed up ahead and watching yourself after being uncomfortable will help you prepare before your event. If you have a host, keynote speakers, and someone to handle the incoming Q+A, make sure to do a practice round with everyone before the big event with any visuals or presentations you plan to use.

Hosting the Event

Have you ever watched a Facebook live where someone spent several minutes typing away, drinking water, and saying things like, "I'm just waiting for a few more people to join before I get started?" You may not realize how uncomfortable that is for your audience, but they will click off an event or live in a heartbeat if it's not well prepared.

To keep your audience, entertain them. Instead of waiting for others to log in, talk to the audience. Ask them where they're from, have them name their favorite vacation spot, or engage in trivia that is relevant to your topic. And never drink or eat while hosting.

After-Action Report

Always do an after-action report, whether your event employs one or 10 people. This can be as simple as writing the things that went well and those that didn't in a Word document for later use. The sooner you write down how the event went, the more you'll remember, so you know what to fix before your next event.

While there is much more involved when holding a virtual event, use these tips as you prepare for your next event. Remember that practice makes perfect and to learn from every event you attend or host!

AMSE™ Action Item: Our Building Your Business the AMSE™ Way course has an entire module on marketing that will serve you in event promotion and beyond. Find this in the course on the Member Dashboard!

POST-EVENT



4 Event Follow-Up Tips



Photo of Lauren Fonvielle, Mindshift
Photo by Alisa Messeroff Photography

By: Emily Reagan,
Founder of the Unicorn Digital
Marketing Assistant School

Reading time: 2 minutes,
38 seconds

Only 20% of sales leads are followed up. A whopping 80% of potential sales are entirely lost.

My Idea

That’s why American businessman Jim Rohn said, “The fortune is in the follow-up.”

You can’t make the sale and get paid if you don’t follow up. Since most people forget this, you’ll already be ahead of the pack if you can keep the conversation going!

Follow-up is crucial after any networking event. This is how you keep the energy, excitement, and connection happening long after the chairs have been folded or the room is closed. Your new connection may not be the client who will hire you, but maybe someone in their circle will. You never know. But to get there, you need to nurture and develop this connection into a relationship.

We don’t want to fade away. Networking follow-ups will keep you, your business, and your services top of mind. So when needed, your name will be the one referred.

The good news—you can learn and implement this strategy easily. Let’s make your follow-up intentional and relevant to today’s digital age.

4 Steps to Keep the Networking Going

1. **Email.** It’s still relevant, but don’t be surprised if it goes lost or unanswered. The best tip is to give a reason for your new connection to write back. Send an article, a podcast, freebie, funny meme, referral contact, or something else that will help them. This shows you’re thinking of them and care about their

success—because you do. There’s less friction, and you’ll be more likely to get a reply because you’re not asking for sales. Then ask a question. Think of this tactic as a conversation starter. It gives them a reason to write back quickly and timely. Make sure your email signature says what you do and includes your website. Now, they’ve got your email. They can search their inbox for you and your business and find you when they need you. Continue the conversation as it unfolds.

2. **Voice Message.** This is a fun, quick tactic if you’ve connected on social media. Your voice will go a long way and jog memories. Take the time to leave a short (60 seconds or less) voice message that would have been in an email. Check out resources like Voxer, a free walkie-talkie app. You can also use social media platforms like Instagram, LinkedIn, and Facebook.

3. **Social Tagging.** You may not have taken a selfie together at your live event, but you can share their business on social platforms.

- Write a heartfelt post or share a story and tag them. This also works well with a screenshot or boomerang video of a Zoom room.
- Listen to their podcast and leave a review.
- Read their blog article and leave a comment.
- Engage with a social media post or two.
- Share a piece of content to your stories. Consider mentioning them in an email.

4. **Stealthy Social Referring.** Tag and refer your new connection when you’re in a Facebook group or scrolling social content. Name drop them, be their cheerleader, and recommend them. This will not go unnoticed. It creates the best form of social proof, highlights their services, and genuinely serves them. Just think about all those posts where people clamor for work and ask questions; you’re shining a light on a solution and helping people connect and work with each other, which can be reciprocated.

It’s also vital to ask in your follow-up, “What do you need?” What is their main desire: Clients? Referrals? Collaboration? Podcast reviews? Speaking opportunities?

If this feels awkward, make the ask indirect: “Do you know anyone who would need my [insert service here]?” Be clear about what you need, who you work with, and what you do.

Follow-ups can be fun and the perfect way to grow a business. They deserve our efforts because consistency and tenacity will result in referrals and sales. Try these post-networking connection tips and watch the difference a follow-up makes.

AMSE™ Action Item: Still have questions about the follow-up? Attend an AMSE™ Group Coaching session to get the answers to your burning questions. Sign up in your Member Dashboard!

POST-EVENT



Photo of Tess Partridge, iStroll

Rest & Recharge Before You Re-engage

By: Moni Jefferson, CEO of AMSE™
Reading time: 2 minutes, 15 seconds

Events can be exhausting, especially if traveling out of town. They come with a lot of excitement and engagement, and you're constantly in extrovert mode, which means you're "ON". Constant conversation from person to person, moving from numerous workshops or sessions, and traveling is physically, mentally, and emotionally exhausting. So, do not forget to rest and recharge after the event!

58%

Of members
report that
they're achieving
their business
goals

Upon leaving or returning home, you are excited and motivated to reconnect with those fantastic people who have an interest in your business or a potential partnership or collaboration. You need time to decompress, assess and recharge your tank. Downtime allows you to collect your ideas and get clarity before you send that email or hop on that phone call. Here are some tips to help you rest and recharge before you reengage:

- Disconnect**
Disconnecting from social media means you just take two or three days to be "OFF" of social media. You are on social media the whole time you're at events, documenting the event with your audience. When you get home, it's great to turn it off and give yourself space to think.
- Catch Up**
Whether it is family, friends, or sleep, play some catch-up! Traveling and attending events is fun, but draining. Take a day or two to sleep and catch up with family and household obligations before tackling your workload, reaching out to clients, and meeting with your team. Trust us; the opportunities and tasks will be there after you recharge your battery.

Strategize
Gather your thoughts. Sit down and think about all the business cards collected from the event. Not all of them are beneficial. Try to put them into categories so you have a hit list of who you will reach out to. We suggest three categories: partnership leads (Hot),

collaboration opportunities (Warm), and colleague connections (Cold).
Report
Think about your time at the event. Ask yourself questions to ensure your time at the event was worth it. Do you think you have some great leads? What went well, and what didn't? Talk this over with your team (especially if they attended with you), a colleague, or yourself. If you made a solo event trip, did you make great connections? Was it worth your time financially?

Prepare
Once you are freshly recharged and have taken a few days off to rest, decompress, and reconnect, prepare to return to your daily tasks. You must be ready for those follow-up emails and phone calls and make the most of your time. Have a preset calendar link for an appointment to follow up and include any material on your organization and your direct ask. This ensures everyone understands the expectations of the meeting.

After-Action Reports (AAR)
These reports are usually reserved for large organizations to identify what went wrong, where the holes were, and what it was; you can do this for events you attended, too. It's essential to be strategic about where you spend your time, money, and energy. Ensure you invest your time correctly by evaluating the event with an AAR. You will see if you found any value in the event and if you will attend again.
Remember to rest and recharge after networking events to avoid burnout and fatigue. You work tirelessly to support

your military spouse entrepreneurship goals and dreams, and you deserve the time to reflect on time spent investing in your business.
AMSE™ Action Item: Head over to the AMSE™ blog to find more articles on rest and wellness for entrepreneurs!

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Leverage Your Podcast Post-Event

By: Caroline Schafer,
AMSE™ Podcast Producer

Reading time: 1 minute, 54 seconds

What does a podcast have to do with networking and events? So much! It's time to spill all the tea on the best ways to leverage your podcast after attending or speaking at events. Some

things are apparent but require a little self-awareness and self-efficacy. But with those in mind, you will be amazed at what you can accomplish.

As entrepreneurs, simply showing up won't cut it. There is pre- and post-work to grow your business and your followers. Hopefully, this will lead to more clients and revenue. If you're reading this, you may have a podcast and are using it to do all these things. If you don't, get ready to start one; a podcast is one of the best ways to elevate your business and brand.

These are the main pieces of advice that will help you leverage your podcast after an event

Shake hands and have conversations. Listen for a few things here:

- Is their story something your listeners would be interested in? Would it teach them something?
- Does their personality mesh with yours? They may be fun to talk to, but if you don't have a good connection, your listeners will know it.
- Are they interested in promoting themselves? If you meet someone

who steamrolls the conversation, this will not work. After all, it's your podcast. If they get to be a guest on your show, it's a joint effort.

- Generate topic ideas from these conversations and perhaps something you hadn't considered before. Regardless if you have them on as a guest, you may find that the topics open up a new world of options for your upcoming seasons.
- Find others with podcasts and consider a commercial exchange or a podcast swap as guests on each other's shows. This is a great way to highlight your business.

Take this opportunity to plan out your podcast strategy.

- Whether your show is episodic or seasonal, gather those ideas and start organizing and planning for the future.
- After you've spent your day meeting new people, take the time to add their information to whatever project management board you're using for your podcast.

Follow-up with those who you have met.

- Send thank you emails or letters to those you interacted with, even if you are not planning to host them on your podcast. You can create

Photo of Jayla Rae Ardelean, Milspouse Mentor
Photo by Lucero Salinas Photography



a QR code with a free program such as Adobe Express, and it can lead them to your podcast on your website. This could lead to more opportunities for exchanges or episodes that you did not discuss during the event.

Even though you're going with the intent of networking, it's important not to lose sight of why you started your podcast. It is a reflection of you and your business. If you remember that, the connections made at the event have the potential to leverage your podcast in ways you can only imagine!

Action Item: Tune into the Owning Up Podcast by AMSE™.



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PARTNERS



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Why Elevating Milspouse Entrepreneurs Matters: AMSE™ and Meta Roundtable Recap

By: Michelle Hughes,
AMSE™ Operations Manager

Reading time: 1 minute, 42 seconds

Ever felt underserved or lost for how to gather the resources needed to launch your business as a military spouse? As if no one understands your unique situation as a business owner because you face deployments, PCS moves, and raising families alone? AMSE™ was created to address this need, to develop high-quality programming to help military spouses start, scale, and sustain their businesses.

With the help of our partners at Meta and the Center for American Entrepreneurship (CAE), AMSE™ hosted Milspouse Roundtables at select locations this past summer. These events allowed spouses to share their challenges with an opportunity to connect with other military spouse business owners in their area.

AMSE™, Meta, and CAE wanted to capture what our unique community needed the most and discover how to best serve it. The roundtables

allowed CAE to hear directly from the spouses about their needs and how policymakers could help eliminate some barriers that military spouse entrepreneurs face. Meta listened as attendees spoke about the technical and logistical challenges of owning a business as a military spouse.

All hosts opened the dialogue to listen, empathize, and elevate the voices of all present.

CAE was shocked to learn that some spouses had to sell their businesses before they moved overseas due to the status of forces agreement (SOFA). Their organization is working on a bill called the Enhancing Military Spouse Entrepreneurship Act, which addresses the barriers military spouse entrepreneurs face, including procedural difficulties, access to capital and equipment, and licensing. Meta provided many resources for our community, like the Business Leadership Network, and gave our spouses ways to use digital marketing to grow their businesses.

With the support of AMSE™, our attendees experienced the chance to make their voices heard by those who can implement change.

Spouses left the event with curated gift boxes provided by AMSE™, but most importantly, they left feeling seen and valued. Nothing is more empowering than connecting with like-minded people who understand your business frustrations. It gave our members an avenue to communicate while allowing AMSE™, Meta, and CAE to celebrate what the spouses have already accomplished in their businesses. These roundtables elevated their voices and offered support, tangible resources, and more.

The energy is magnetic when you bring a group of military spouses together in a room! Although these roundtable events have closed for 2022, you can still experience this same type of community and conversation by joining a local AMSE™ chapter. AMSE™ will continue to fulfill its mission by advocating and amplifying the unique voice and challenges of military spouse entrepreneurs.

AMSE™ Action Item: Become an AMSE™ member and join a chapter for the up and coming 2023 round tables.

>>>>

3

years

2K

<<<<

members

>>>>

14

Chapters

PARTNERS



By: Rachel Carpenter,
AMSE™ JBLM Chapter Co-leader
Reading time: 1 minute, 35 seconds

Since founded, AMSE™ has been driven to connect military spouse entrepreneurs with resources, tools, and community to help them in their business. One of the ways we have fulfilled this has been with virtual and in-person events.

This guide has demonstrated that networking events are essential to your

business strategy. They offer ways to connect with like-minded people in and outside your industry, and they come in many formats to fit your comfort level. Some of the best collaborations and connections can be found through networking, and we want to provide our community with these experiences!

AMSE™ monthly events are virtual so that every member has the access and opportunity to attend. Our easy-to-use platform provides conversation with presentations, Q+A's, and more. Our monthly events include:

- **Member Orientation:** Whether you are new to AMSE™ or have been here since the beginning, this is the session to learn more about the organization and our team.
- **Masterclasses:** Learn from the best with our Masterclasses. Every month has a different theme, and the classes align with that theme. These are hosted by a professional and include networking time before and a Q+A after.
- **Virtual Co-working:** Collaborate with others in your community! Virtual Co-working is the place to bring your projects and problems, and you can find solutions while networking with military spouse entrepreneurs.
- **Coffee Chat:** Take an hour from your desk and mingle with us! We could all use the time to unwind. Grab a coffee or tea and connect with others—no work or learning required.
- **Group Coaching:** Get expert advice and business coaching from our AMSE™ Group Coaches at this monthly event. Ask questions about anything, and let us point you in the right direction. This event is open to All-Access Pass holders, giving you even more personalized support.

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AMSE™ also offers in-person events with our Chapter Meetups. Our 14 chapters and their leaders host quarterly events with business and local resources, networking, and connection among military spouse entrepreneurs in your area. Chapters are a free resource for AMSE™ members and a core component of expanding AMSE™'s mission far and wide.

As we expand and support military spouse entrepreneurs worldwide, we hope to offer even more events to our community. With our current events in all forms, we continue to bring our members the best resources and support. Because when one milspouse succeeds, we all do.

AMSE™ Action Item: Join the free AMSE™ program to dive into the resources today.

PARTNERS



AMSE™ Member Discounts to Support Your Networking

By: Rachel Carpenter,
AMSE™ JBLM Chapter Co-leader
Reading time: 2 minutes, 1 second

There are many parts to planning and executing a networking event. It can feel overwhelming and quite daunting to take on everything. But never

Potential partner list

underestimate the power of AMSE™ and our exclusive member discounts to help you succeed!

Our discounts are carefully selected to make your life easier. We partner with organizations that align with our mission to bring entrepreneurship to every military spouse. These tools and resources can help you in all aspects of your business, including event planning and networking.

Let's look at just a few of our fantastic discounts for members:

Planning

Trello: Organize your thoughts, ideas, and plans with Trello. Their visual boards allow you to move easily between lists and boards. Take notes and automate your tasks, letting you focus more on the event. You can copy the boards we have used for our blueprints at the link in the Member Dashboard.

Monday.com: We LOVE this application! Monday.com allows you to set goals, assign tasks, and plan everything from start to finish. We use this operating system for all our tasks and assignments at AMSE, and we love how easy it is to communicate with one another from

anywhere. AMSE™ members get 1 year free with a new account!

In-Event

Stripe: If you are hosting a booth or selling your products during the event, Stripe makes it easy to take quick, secure payments. AMSE™ members receive \$20,000 in fee-free processing, 50% off Atlas incorporation, early access to new products and events, and more!

Marco Polo Plus: Connect with other attendees using video - no more playing phone tag or trying to schedule a call! Connect by sending video messages and communicate at your—and the recipient's—convenience and in real-time. Get a free year of Marco Polo Plus in your Member Dashboard!

Boss Lady Bio: Clean up your Instagram bio with one link to all your websites, social media accounts, and contact info. Boss Lady Bio lets you customize endlessly and share your info seamlessly, and members receive a free month of their Pro subscription with even more options.

Sticker Mule: Bring some memorable swag for attendees and guests! Sticker Mule makes it easy to design and order custom products with free proofs,

artwork, and a swift turnaround. Get a \$10 credit to your account in the Member Dashboard!

Follow Up

ConvertKit: Automate sales, create landing pages, and track emails to your entire list. You can create a tag for an event you attend and the contacts you meet, making it easy to send specific emails to them after the event. Get a 30-day free trial at the link in the Member Dashboard!

Hubspot: Find customer service, sales tools, and marketing in one place. Use Hubspot to track your emails and connections after the event while automating your outreach and eliminating spreadsheets. You will love how everything seamlessly integrates.

Our AMSE™ member discounts are continuously updated as we work to save you time and money. These are available to all members—so get your free membership now!

AMSE™ Action Item: Head over to the Vault in your Member Dashboard to start saving money now!

Join the FB Group

MILSPOUSE CREATIVE™ + ENTREPRENEURSw/ Moni Jefferson

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Photo of Katie Prill, Love and Lettering by Katie
Photo by Crystal Trevino Photography

USAA Small Business Insurance For Your Events

By: Rachel Carpenter,
AMSE™ JBLM Chapter Co-leader

Reading time: 2 minutes,
20 seconds

Entrepreneurs need their BAIL team: a banker, accountant, insurance, and lawyer. Our partners at USAA Small Business Insurance support their customers in all their business insurance needs, including event insurance.

Event insurance? Is that necessary?

If you are hosting an event, you NEED insurance! This protects the host against claims of bodily injury or property damage and it includes medical cost reimbursement for injured parties. Venues have their own insurance policies, but you may need additional insurance to cover your own potential liability.

We asked Lawrence Williams, Vice President of USAA Small Business Insurance, a few questions about event insurance and its value to entrepreneurs:

Q: The event coordinator requested proof of insurance. What do I need to do?

A: Many small business owners' first exposure to insurance can come as a result of a contractual requirement such as a commitment to host or take part in an event. They may not realize their need for insurance until they are asked for proof of insurance. You will want to

understand the difference between a standard small business policy and a separate event insurance policy.

Q: Does a standard small business insurance policy cover an event?

A: It depends. Certain policies may exclude any liability coverage for activities that occur anywhere other than their business location. Other policies may exclude coverage if a liquor liability is present. As an example, if a salon hosted a wine and cheese event, there may be a specific exclusion for any liquor liability.

Another angle to consider is what the normal operations of your business are. If you own a small business (let's say a hair salon), the policy assumes that you will be performing services relating to the hair salon industry. If a business owner decides to host an event, then they should ask themselves, "Is this event part of my normal operations?"

Q: How does one determine if an event will be considered part of normal business operations?

A: Continuing with the hair salon example, a "locks for love" event where a salon might give free haircuts to people that are donating their hair, they shouldn't worry about separate insurance for the event. However, if they are hosting a concert to raise money for a cause, they should think about event

insurance because their existing policy would not be contemplating concerts as part of their normal business.

Ask a few additional questions before purchasing event insurance: Will there be significantly more people at the place of business than normal? Will there be any activities taking place that aren't typical for the business? Is the host renting a space specifically to host this event? Will alcohol be served? If the answer to any of these questions is yes, then you would likely need a special event policy. In any case, it is always a good idea to call an insurance professional to discuss your unique situation if you aren't sure.

Q: Does a business owner need both small business and event insurance?

A: Standard small business insurance should be a key component of a small business plan from day one. I can't think of a small business that shouldn't have annual insurance coverage. The best advice I can give someone is to pick up the phone and call a licensed insurance professional who can help them understand the appropriate coverage for their business both annually and for special events.

Events take time, planning, funding, speakers, and more. As you put together your next great networking event, ensure that you have insurance to keep you and your attendees covered!

AMSE Action Item: If you are interested in learning more about both standard and event policies USAA has available, please visit usaa.com/smallbusiness or call 1-800-292-8135 to speak with one of our licensed insurance specialists.

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report that their
revenue \$
increased since
joining the program

THANK YOU



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Cover Photo

Courtesy of Association of Military Spouse Entrepreneurs™

As a partner of Stars and Stripes, it warms my heart to know that we have lifelong partners in the commitment to the military spouse community and are both deeply rooted in creating an impact together. This fifth issue marks over 400K Military Spouse Entrepreneur Guides distributed on military installations all over the globe and in the hands of military spouses who have found inspiration and information vital to kick-start a business or execute incredible strategies and build a supportive global network. There is no doubt in my mind that these guides will continue to impact our nation’s military spouses and small business owners.

Thanks to Corey Henderson for being one of our most prominent advocates at AMSE™. And to the entire Stars and Stripes team for standing by our side as we continue together to create content for our military spouses. And, of course, none of this would be possible without our noble AMSE™ team. We are small, but mighty and all have a heart for the military spouse community; we continue to create content and share information that helps fuel their entrepreneurial spirit.

My AMSE Checklist

- ☐ Created FREE Account
Joining AMSE is 100% free & secured verification.
- ☐ Complete Profile
Add your photo & update your information
- ☐ Connect
Browse & connect with other milspouse small business owners
- ☐ Join Slack
Start networking & having conversations
- ☐ Register for an event
Get started & sign up
- ☐ Check out the monthly AMSE Action Guide
- ☐ Sign up for discounts and sell online

Scan the QR code for access to our Online Directory on Stripes.com.

Photo Courtesy of AMSE™

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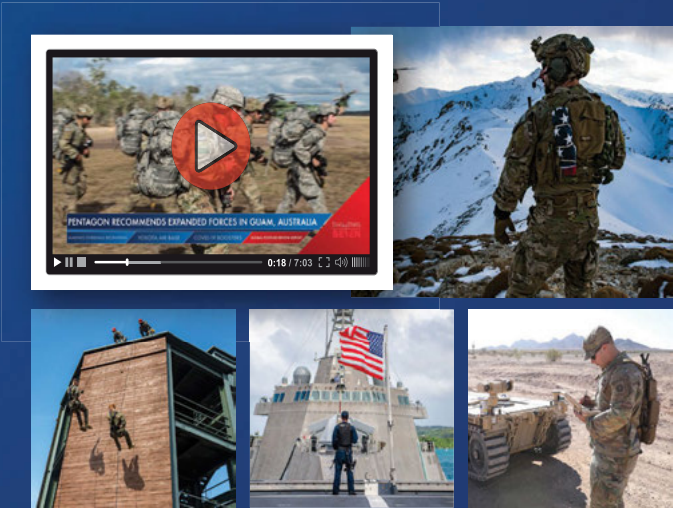


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You Can't Start or Grow Your Business Without Help

We wanted to give you a list of some of the best tools and resources to utilize in building or growing your business.

NAMING YOUR BUSINESS

Before ever selecting a name for your business, you need to make sure of a few things:

1. **Legally Register** - Make sure another business is not utilizing that name. Check www.opencorporates.com. There, you can make sure another business has not legally registered that name. Check for variations as well. This will prevent future legal issues.
2. **Domain** - Check that your domain is available. Use www.godaddy.com and see if your website name is available. Other choices can be to add "the" at the beginning, or select a ".co" or ".net" if your domain is taken.

3. **Social Platforms** - Check your social platforms; start with Facebook, LinkedIn, Instagram, Twitter and Pinterest. Is your company name available? Are there businesses that are similar? Make sure the ending is your business name: example www.facebook.com/mybusinessname.

LEGAL

Legal is important for a number of reasons. You will need to set up an LLC, and have basic agreements looked over (NDA, Partnership Agreements, Contracts, Invoices etc). Here are a few great places to get you started:

1. **Beginner** - DIY (Never recommended if possible to do your own legal)
2. **Intermediate** - Legalzoom
3. **Advanced** - Attorney

IRS

You will need a business tax identification number. This will be needed for just about everything in business including setting up your business checking accounts. Be sure to register your new business with the IRS at www.irs.gov.

BUSINESS LICENSES/PERMITS

Every business is unique to its city, county and state. Be sure to check if you need to have a special permit or license to operate where you are located. For example, some cities require a business permit for a nominal fee. Other businesses (like food-based services) may require health and handling permits. Do your research or check with your local chapters below to get information.

1. **SCORE**
2. **SBDC**
3. **SBA**

WEBSITE

Every business *must* have a website. I know it seems scary and intimidating, but a business without a website is like a restaurant without a menu. Even if it is a single landing page, you must get at



Angela Locashio, Mama Pistachio
Photo by Gabriella Rankin



Michelle Hughes
Photo Courtesy of AMSE™

least that up. Give it a shot on the sites below (some are VERY plug and play, trust us)! If not, set aside a tiny budget for at least that landing page.

1. **Beginner** - Wix
2. **Intermediate** - Squarespace
3. **Advanced** - Wordpress or custom built

EMAIL MARKETING

Email marketing is crucial to business success. You must have a way to collect, store, and contact your email addresses and customers/clients information. On your website or landing page, make sure you are always collecting emails. It is the best way to directly communicate with your audience and is the most valuable resource you will have!

1. **Beginner** - Mailchimp
2. **Intermediate** - Aweber
3. **Advanced** - ConvertKit

CRM

What is CRM? Customer relationship management is a tool to manage your company's interactions with your

customers and potential customers. It helps you to stay connected, streamline your processes, maintain leads, and make sure no communication falls through the cracks. Here are a few good CRM platforms to try:

1. **Beginner** - Fresh Sales
2. **Intermediate** - Zoho
3. **Advanced** - Hubspot

SOCIAL MEDIA MANAGEMENT

So after you set up your social media pages, how are you supposed to

possibly spend hours a day posting your social media content? You don't—you automate it! Automation with social media tools allow you to put all of your graphics and content in one platform, batch schedule it out for the month, and let it go. Pop in here and there and simply engage with your audience, answer inbox messages and respond to shares.

1. **Beginner** - Planoly or Buffer
2. **Intermediate** - Hootsuite or Smarterqueue
3. **Advanced** - Agorapulse or Social Studio

GRAPHIC DESIGN

In business, graphic design is essential. You need graphics for your website, social media channels, flyers, logos, pitch decks, and sales materials. But with new tools, it's never been easier to have access to easy ways to DIY or get someone amazing to help you.

- 1. **Beginner** - Canva
- 2. **Intermediate** - Outsource (Hire AMSE member-Check the AMSE Slack)
- 3. **Advanced** - Adobe

COMMUNICATION

As you grow and start to communicate with clients, customers, partners (and eventually your employees), communication tools are CRUCIAL to growing and operating efficiently. Here are a few of our favorites.

- 1. **Beginner** - Zoom
- 2. **Intermediate** - Slack
- 3. **Advanced** - Marco Polo

PROJECT MANAGEMENT

Staying organized and on top of your to-do list is imperative to not only your mental sanity, but to your efficiency as a business owner. Project management software should be the backbone of your business. So toss that pen and paper (seriously right now), move those checklists digital, and start adding team members, clients and teams so you can easily manage projects on a scalable level.

- 1. **Beginner** - Trello
- 2. **Intermediate** - Monday.com
- 3. **Advanced** - Asana

VIDEOS

With new easy-to-use tools, you can now make videos for your business to use for your marketing and outreach. Try one of these:

- 1. **Beginner** - Vimeo Create

- 2. **Intermediate** - Wave Video
- 3. **Advanced** - Magisto

CALENDAR LINKS

Do you know how many hours a year people can waste emailing back and forth trying to coordinate a time to meet? Having a calendar link to send someone or to list on your website for direct consultations automates your life in many ways. It's important to set you up for success. The less time you spend on menial tasks, the more time you spend on landing clients or doing the work that matters, right?

- 1. **Beginner** - Google Calendar
- 2. **Intermediate** - Acuity
- 3. **Advanced** - Calendly

ACCOUNTING

Once you have your business checking account, you can connect it electronically to your accounting software so all of your transactions are automatically downloaded. Long gone are the days of shoeboxes of receipts. Electronic transactions make life easier. Here are a few of our favorite accounting programs:

- 1. **Beginner** - Wave
- 2. **Intermediate** - Freshbooks
- 3. **Advanced** - Quickbooks

INVOICING

When you start invoicing clients, you will want a system that houses all of your invoices in one place, automatically send reminders, and auto invoices monthly. Even better if your system can collect the payment online, automatically. Here are some great places to get started:

- 1. **Beginner** - Paypal
- 2. **Intermediate** - Dubsado/17 Hats
- 3. **Advanced** - Quickbooks

CONTRACTS/PROPOSALS

Similar to contracts and proposals, you will want to automatically send them to clients electronically, allowing you and them to e-sign and house them digitally. No one prints, signs, scans and sends back. Your chances of landing a client just due to that process vastly lessens. The easier you can make your systems and processes, the easier you can land and close deals.

- 1. **Beginner** - Dubsado
- 2. **Intermediate** - 17 Hats/Honey Book
- 3. **Advanced** - Proposify

MENTORSHIP

Mentorship is foundational both in business and as a military spouse. There are several incredible organizations that provide free mentorship programs just for spouses. Get one or two and keep them close.



Karen Hetz, Kids Cake Boxes
Photo by Roxanne McClure Photography

They will help guide your way. It's always better to have someone who has "been there, done that" to help guide the way and teach you their hard lessons learned.

ACP - American Corporate Partners offers military spouses a free business mentor in almost any industry.

MSAN - Military Spouse Advocacy Network is a military spouse owned and operated nonprofit focused on peer-to-peer spouse mentoring. Because military life is hard, and not everyone knows what all those acronyms are right? Get a mentor or pay it forward (if you are a seasoned spouse) and sign up to be a mentor.

NASDAQ ENTREPRENEURIAL CENTER - Join the Mentor Makers program, a movement to inspire successful business leaders from traditional and non-traditional backgrounds to offer their time and expertise as exceptional mentors. They vouch to help you with the inspiration and the tools you need to be game-changing mentors for entrepreneurs across all industries and geographies. Apply to be a mentor OR a mentee, and find the support you need to reach your business goals.



Sara Copp, Sara Copp LLC
Photo Courtesy of AMSE™

Military Spouse Owned Business Directory

The Association of Military Spouse Entrepreneurs is proud to not only elevate and empower a global community of military spouses, but we proudly support and highlight their businesses in the most extensively published directory of military spouse owned businesses.

Please utilize this directory to support these incredible business owners by buying their products, using their services, and referring them to your networks. Buying from a military spouse owned business creates a lasting financial and economic impact on our nation’s military families.



APPAREL

- [27 West](#)
- [78 Magnolia Lane](#)
- [Agape Mou Lingerie](#)
- [Ailana J.](#)
- [Athena’s Elements, LLC](#)
- [BE Different Designs, LLC](#)
- [Bearerra](#)
- [Big Frog Custom T-Shirts & More of Prince Georges](#)
- [Bow Button Fabrics](#)
- [Christina HadleyDike](#)
- [Daisy Mae and Company](#)
- [Doll Wear Yoga](#)
- [Echo-san](#)
- [Fashion Plate Boutique](#)
- [Fit With Stevie](#)
- [Life Soldier](#)
- [Little Bug](#)
- [Lone Birch Lane](#)
- [Magnolia Wishes Botique](#)
- [My Sister’s Porch](#)
- [One Ocean Swimwear](#)
- [Perfect Fit Shoes](#)
- [Playing Favorites Designs](#)
- [Prince Victors Collection, LLC](#)
- [Quilt Lizzy](#)
- [Rustic Pineapple Boutique](#)
- [Sieger Design Co.](#)
- [Soirée Bridal Boutique](#)
- [The Gunny and His Wife](#)
- [The Vintage Sailor](#)
- [Tia Rex & Co.](#)
- [Trades of Hope](#)
- [Virtual Creative Co.](#)
- [Wanderlust and Mayhem](#)
- [Wear Your Spirit Warehouse](#)

- [Wearing My Prayers](#)
- [Wilco Supply](#)
- [Winged + Woven Boutique](#)
- [Winning the Wardrobe](#)
- [You Can Fit Out 2, LLC](#)
- [Zyia Active](#)

ARTS

- [Amor To Create](#)
- [Anne Villano Art](#)
- [Apricate Glass Co.](#)
- [Ashley Ashcraft](#)
- [Beebower Productions, Inc.](#)
- [Bleu Bee Designs](#)
- [Bow Button Fabrics](#)
- [Charliemadison Originals](#)
- [Charquise Denise Design Studio, LLC](#)
- [Coastal Kind](#)
- [Creative HadleyDike](#)
- [Gomerland Ink](#)
- [Hip Threads Embroidery](#)
- [Home Land Made Shop](#)
- [Irma’s Arts and Crafts](#)
- [Isha KI’s Art, LLC](#)
- [Jennifer Geletzke](#)
- [Kristin Mudd Graphic Design](#)
- [Laura Hersh Designs](#)
- [Lauren Quigley Creations](#)
- [Lindsay Anne Art](#)
- [MALWEST Design](#)
- [Maryanne Buschini - Fine Art](#)
- [Michell’s Lionize International Tarot Cards](#)
- [MilitaryPrintableArt](#)
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- [Nicte Creative Design, LLC](#)
- [Opal Aesthete, LLC](#)
- [Penned and Pretty](#)

- [Printed Sentiments](#)
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- [Samantha Hincks - Graphic Design](#)
- [Sierra Ghironzi](#)
- [Studio Vella Design](#)
- [The Heart And The Hook](#)
- [The Little Things Design Co.](#)
- [The Tumbler Universe.com](#)
- [The Untamed Square](#)
- [UNIQUE PL8Z](#)

ARCHITECTURE, CONSTRUCTION AND DESIGN

- [American Environmental Assessment & Solutions, Inc.](#)
- [AVIVV, LLC](#)
- [Christina Shockley Interior Design](#)
- [Desert Heroes Team](#)
- [Heaven Sent Design and Decor](#)
- [Kingstruction](#)
- [Manifesto Home & Office](#)
- [Nikki Klugh Design](#)
- [Permanent Change of Storing](#)
- [Pfeffer Development](#)
- [Phoenix Tax Services](#)
- [SP Designs](#)
- [Ursa Interiors](#)

BLOGGERS/FREELANCE WRITERS

- [A Faithful Step](#)
- [Airman to Mom, LLC](#)
- [Allena Development Group, LLC](#)
- [Amanda J Krieger](#)
- [Amanda Kostro Miller, Copywriter](#)
- [Ashley Comegys, LCSW, LLC](#)
- [Baked Bree](#)
- [Developing with Devan](#)

BLOGGERS/FREELANCE WRITERS (CONT)

- Full Range Ministry
- Gamma Rho Omricon Gardening Sorority Incorporated
- Goodie Godmother
- Grace & Garden, LLC
- Grape Juice Mom, LLC
- Happily Joint
- HD Copywriting
- Do Life Together
- Hope Fully Motherhood
- Inspiring Thyme
- It’s a Military Life Corporation
- Jen Hernandez RD, LLC
- Jennifer Barnhill
- jomygosh.com
- Mama Hu Hears
- Marla Bautista, Writer
- Mil Mom Adventures
- Military Dailymom
- Milspo Co. & Military Missionary
- Moms Unschooled
- Mrs. Navy Mama
- NomadAbout
- Sandee Booth Social Media
- Sarah Ortiz Benson - So Much More
- Seasoned Spouse
- Spouse Connexion
- Stories of a Reserve MilSpouse
- Stories She Tells
- Team Valentine Project
- Teaspoon of Nose
- That Hustle & Grace Lifestyle
- The Cheerful Word
- The Chic Avocato
- The Educated Child
- The Endless Search
- The Lean Team
- The Military Mom Collective, LLC
- The Queens Routine
- The Sick Mom’s Guide
- The Waiting Warrior
- TheMrsTee, LLC
- VidProMom

BOOKKEEPING/TAX/ ACCOUNTING

- Balance your Life Bookkeeping Services
- Bookkeeping Plus, LLC
- Capital Practice Consulting
- Dagmar Jones, LLC
- Eldridge CPA, LLC
- Enumerista, LLC
- Grow Thrive Succeed, LLC
- Heather Doran
- Heritage Business Services
- Level Bookkeeping, LLC
- Liquid Cents Bookkeeping, LLC
- Megan CPA Services
- Megan D Lewczyk, CPA, LLC
- Methodical Madness
- Phoenix Tax Services
- Quiet Owl Bookkeeping
- SIR Accounting
- SIR ACCOUNTING & TAX
- Tracking Transactions, LLC
- Valor Payroll Solutions
- W.E.B.S. Tax Preparation & Bookkeeping Services, LLC
- Webs Tax Prep
- Witness Notary Services

BEAUTY & SKIN CARE

- BeYoutifully Uncommon, LLC
- Body Batter by ME
- Branche Basu Boutique
- Bri.Kol Beauty Boutique
- Concihairge
- Elegance With M
- ERB Goddess Botanicals
- Gemini Naturals
- Green Chemist Soap
- Mary Moos Creations, LLC
- Nourish & Refine
- Perfectly Imperfect Skin & Beauty, LLC
- Pit Polish Natural Deodorant
- Pomifera
- Powder Presto, Inc.
- Simply Liz Love
- Star Creations Hair Studio

Tammy Meyer Life Coach & Beautycounter

BOOKS/EDITING

- BARD Studios
- Carried Away Creative Co.
- Claire Cain
- Elva Resa Publishing / Military Family Books
- Eyes to See
- Jamie McGillen
- Magical Order of Brave Knights
- My Money Ally
- Nomad Copy Agency
- Patches Book Co.
- Property of Mrs. Claus
- Seasoned Spouse
- Skinner Self-Publishing Services
- Spouse SERVE
- The Cheerful Word
- The Military Editor® Agency, LLC
- The Writing RN
- Top Shelf Proofreading

CLEANING

- Freedom Cleaning
- Instant Handz
- Manifesto Home + Office
- Modified by Melissa
- Overstreet Organizing, LLC
- Schwalm’s Chem Dry

COACHING/CONSULTING

- Acadia Nunes Coaching
- Alpenglow Business Services
- Ama to Prana
- Amanosi LLC
- Amos Fit-Run Program
- Ashleigh Magee Coaching
- AWL Strategies
- Breaking Through Wellness, LLC
- BRIDGES BUSINESS SERVICES, LLC
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- Check Six Virtual Solutions, LLC

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EVENT PLANNING

[Blessid Union Officiant & Events](#)
[CAMPspace](#)
[CK Connections](#)
[Events by KelleyNCo](#)
[FTM Fashion Week](#)

EVENT PLANNING (CONT)

- [HelmsBriscoe](#)
- [LNW Enterprises](#)
- [The Agency National Harbor](#)
- [Vida Chic Weddings and Events](#)
- [WISE Advise + Assist Team](#)

FINANCIAL

- [Caroline Y. Beasley, CPA](#)
- [Coins and Connections](#)
- [Cultivated Strategy Group](#)
- [Fab Life Now](#)
- [Grace and Grit Financial LLC](#)
- [Grace Financial Coaching](#)
- [Keen Business Advantage Financial Services Corp](#)
- [Law Office of Kaitlin Smith Dean](#)
- [Mass Mutual](#)
- [Metis Financial](#)
- [Noea Moss Financial Representative at Northwestern Mutual](#)
- [On My Own Financial](#)
- [Our Money Goals, LLC](#)
- [Phoenix Tax Services](#)
- [Primerica Financial Services](#)
- [Real Life Finances](#)
- [Slay This Debt](#)
- [The Agency National Harbor](#)
- [Woven Golden Crafts](#)

FOOD

- [Alamo Kitchens](#)
- [American Force Coffee](#)
- [Beech St. Sweets](#)
- [Cake Artista, LLC](#)
- [CollaborATE Co., LLC](#)
- [Kids Cake Boxes](#)
- [La-Re-Mi Cupcakery](#)
- [Nelly Browns Kitchen](#)
- [Nia Ruth](#)
- [Property of Mrs. Claus](#)
- [Rose Macarons](#)
- [Sarah’s Cookie Boutique](#)
- [Simpleigh Southern Sweets](#)
- [Swatara Coffee](#)

- [Sweet Heroes Bakery, LLC](#)
- [The Aussie Cake Lady](#)
- [The Loaf Bar](#)
- [The Professor’s Kitchen](#)
- [Tiff B Sweet](#)
- [Wandering Rose Coffee Co.](#)

FITNESS

- [American Sports & Entertainment, DBA: American Spirit Athletics](#)
- [Doll Yoga Wear](#)
- [Healthy Fit / Price Consulting Group](#)
- [Heart and Sole Fitness & Wellness](#)
- [Inspired Yoga Living](#)
- [Iron Will Personal Training](#)
- [Kella Price Fitness and Consulting](#)
- [KK Method](#)
- [Mel Marie Yoga](#)
- [Moore Fitness Lab](#)
- [Pineapple Yoga](#)
- [Reebound Fitness](#)
- [Resolve Fitness Solutions](#)
- [SSweat Space](#)
- [Trauma Healing Yoga Therapy Program](#)
- [Yoga with Emily](#)

GIFTS/PRODUCTS

- [Abby Maddy Designs// Abby Maddy & Company](#)
- [Bearerra Handmade Heirlooms and Keepsakes](#)
- [Beebower Productions, Inc.](#)
- [Betzy’s Designs](#)
- [Blank & Birch Design Co.](#)
- [Blush + Bashful Creations](#)
- [Bow Button Fabrics](#)
- [Brave Crate](#)
- [Broken Vessel Creations](#)
- [Brushfire Blue, LLC](#)
- [Cerulea, LLC](#)
- [Coastal Kind](#)
- [Cobblestone Custom Creations](#)
- [Fair Winds Candle Company](#)
- [Four Season Gift Shop](#)
- [Free Spirit Planner](#)

- [Gadsby’s Garage](#)
- [Graceful Leo Designs](#)
- [Green Book Cover](#)
- [Hoagland Handmade](#)
- [Home6Designs](#)
- [Hook and String](#)
- [Hurley Handmade Crafts](#)
- [JA Crafting](#)
- [Js Original Leather and Green Book Cover](#)
- [Kids Cake Boxes](#)
- [List & File](#)
- [Love and Lettering by Katie](#)
- [Magical Order of Brave Knights, LLC](#)
- [Magnolia Studios](#)
- [Magnolia Wishes Boutique](#)
- [Merry and Grace Design Co.](#)
- [Military Printable Art](#)
- [MilSO Box](#)
- [Mrs. Gomez Sew Shop](#)
- [Northern Knots Macrame](#)
- [Otelia Marie LLC](#)
- [Piper Mountain Christmas Trees](#)
- [Property of Mrs. Claus](#)
- [Prove It Studio](#)
- [R&M Custom Designs](#)
- [Sandy Turtle Studios, LLC](#)
- [Sea to Sea with Love](#)
- [Silk Prints](#)
- [Spouse SERVE](#)
- [Stamper of Approval Creations](#)
- [Steady Hands Crochet](#)
- [Stick with Me, LLC](#)
- [Swatara Coffee Company](#)
- [Sweet Pea Lullabies](#)
- [The Chic Avocado](#)
- [The Crafted Lady](#)
- [The Fiberology Lab](#)
- [The Vintage Sailor](#)
- [Vinyl by Panch](#)
- [Wanderlust and Mayhem](#)
- [Westhouse](#)
- [Westview Candle](#)
- [Wilco Supply](#)
- [ZALT-Designs](#)

HEALTH & WELLNESS

Defy Nutrition
A’Marie Talks
Alicia Smith Chiropractic
Ama to Prana
Amanda M Partin, LCSW PLLC
Ashleigh Magee Coaching
Ayzza Labelle
barre3 Okinawa
Becoming Mom by Kaleigh
Compassionate Warriors
Conveying Awareness
CPRWrap
Crusaders for Change, LLC
Dana Palmer Physical Therapy
Doll Wear Yoga
Empowered Energy
EmpowerHer Consulting
Evoke Strong
fueLED Nutrition Coaching
Green I Am
Healitary Spouse, LLC
Health on the Homefront
Hearing Benefit Services
Heart and Sole Fitness & Wellness
Her Ruck
InstantHandz
Jennifer Hurtig Coaching
Jordan Essentials & Lana’s Fiery Glazed Ceramics
Joyfuellife, LCC
Julie Jacobs Coaching, LLC
Karim Counseling Services, PLLC
Kristen Earp
Literacy in Flight
Loving Roots Project
M.E.T. Speech Therapy, LLC
MindShift With Lauren
Mrs. Therapist Mama
Muchness Mama
My Little Essentials
Old Town Psychotherapy
Pink Fortitude
Pride & Grit

Renegade Creative Media Group
Sea Glass Psychological Services, Inc
Shane Rilat, Independant Agent
Strategic Whimsy
The Clarity Center LLC
The Crews Coach
The Languages Corner
THRIVE Behavioral Health & Consulting, LLC
Thrive Fitness Therapy
Thrive On, LLC
Trauma Healing Yoga Therapy Program
Visionserenity.com
Well + Fit Living™
Wellness Wilderness with Elizabeth
Whole Motion Therapy and Wellness, PLLC
Willow’s Bend Therapeutic Massage
Gaffney Massage & Holistic Therapies
YOMEI

HEALTH CARE

Chelsea Rae Doula
CPRWrap, Inc.
Family Inceptions
HomeFactor Financial, LLC
LaPora Lindsey
Mrs. Navy Mama
Soulfully Livin
V.O.I.C.E.S. Against Sexual Assault (nonprofit)
Violet Consulting
Waves of Love Doula & Birth Services, LLC
Wright Life Coaching
Breathing Room
Veterans Dental Network

JEWELRY

Charliemadison Originals
Charmed by the Sea
CindyJewelz
Create Creative Mindset
Daisy Mae and Company
Jane Mae Boutique
Manda Threadz
Morgan & Co
Morse & Mantra

Mowery and Co.
Nomades
Otelia Marie, LLC
Shay’s Stash
Studio LeRoux Boutique
TUTTUTUZTU By TUTTU
When Flowers Bloom

KIDS

Tiny Melon Designs
4th Trimester Doula Services Intl.
Ailana J.
Black Girl MATHgic
Bunnee, LLC
Clap for Classics!
Operation Child Care
Kids’ Cake Boxes
KidsBooksByChandelle
Literacy in Flight
Magical Order of Brave Knights, LLC
Make Waves Marketing Co. & Shop Wild Tide
Mother Together
My Active Child
Oak Harbor Playtown, LLC
Playing Favorites Designs
Rogue Wave
Shannon Powers CPST
Social Graces LLC
Sweet Pea Lullabies
The Awkward Little Turtle
The Princess Performer, LLC
The Rainbow Tree
The Wordshop
Tiny Troops Soccer
Wanderlust and Mayhem
Wild Olive Threads

LEGAL

Cranford Marshall Legal, LLC
Excerebus Logistics
Gere Consulting Associates, LLC
Insure the Heroes, Inc.
Job Morph
LNW Enterprises, LLC

LEGAL (CONT)

[The Law Office of Ashley Lansdown, PLLC](#)

MARKETING

[Desert Heroes Team](#)

[All-in-One-Social-Media](#)

[Alpenglow Business Services](#)

[American Sports and Entertainment](#)

[Amity Anne Creative, LLC](#)

[Amy Clark Creative](#)

[Blue Marlin Media, LLC](#)

[BluVising Marketing](#)

[Brandevi](#)

[Circletown Marketing](#)

[CKConnections](#)

[CommunisPR](#)

[Copy with Chrissie](#)

[Coral House Productions](#)

[Cre8ve Content Co.](#)

[Create/Captivate Digital Marketing](#)

[CreWeb Designs](#)

[Cultivate Creative Design / Brandevi](#)

[Dawn M. Smith Written by DMS](#)

[Dekco Virtual Solutions](#)

[Dog Tags and Heels PR](#)

[Elizabeth Marie Marketing](#)

[Emphasis.LA](#)

[Fleace Freelancing](#)

[Germono Advertising Company](#)

[GomerlandINK](#)

[GotSpot, Inc.](#)

[Hauoli-Socially Inspired](#)

[Joey Moehrholt Marketing + Yoga](#)

[Kaila Ruan, LLC](#)

[Kat Calvo Digital](#)

[KDR Communications, LLC](#)

[Kirstin Brueckmann Kruip](#)

[KMG Designs](#)

[Kollo Marketing](#)

[Lady Moxie Design](#)

[Lenna Price, LLC](#)

[Lily & Co. Creative](#)

[Liva Creative Studio](#)

[Milspouse Creative + Entrepreneur](#)

[NEU Marketing Group](#)

[Nicole Alexander & Co.](#)

[Nikte Creative Design, LLC](#)

[NomadAbout](#)

[Olive Fox Design, LLC](#)

[OppAddi](#)

[Penned and Pretty](#)

[Peterson + Belle](#)

[Sandra Ocasio, LLC](#)

[Sawgrass Marketing, LLC](#)

[Selena Conmackie](#)

[SimpliSocial Health Media and Simplidished](#)

[Simply Digitec](#)

[SkyLine Canopies, LLC](#)

[Smart Hustle-Jill Quash](#)

[Southworth Design Co.](#)

[Spicy Lemon Marketing](#)

[Summit Collaborations, LLC](#)

[Syt Biz](#)

[Talking Forests](#)

[The Media Tour, LLC](#)

[The Blessed Garden](#)

[Think Social HQ](#)

[Thompsoncre8](#)

[Venture Branding Consulting](#)

[Visions2images](#)

[Voce Media](#)

[Wise Advise and Assist](#)

[WPClover](#)

NONPROFIT

[Action Zone and Action Zone Academy](#)

[Boot Memorial](#)

[Caregivers on the Homefront, Inc.](#)

[Christi Scott Bartman](#)

[Esposas Militares Hispanas USA Armed Forces](#)

[Feya Foundation](#)

[Gamma Rho Omicron Gardening Sorority](#)

[Hero Kids Foundation](#)

[I am a Promise Books](#)

[InDependent](#)

[Inspire Up](#)

[It’s A Military Life](#)

[It’s All About You](#)

[NV3 Foundation](#)

[Operation Amplify](#)

[Operation Foxhole](#)

[Operation Freelance](#)

[Orphans to Royalty](#)

[Planting Roots](#)

[Semper K9 Assistance Dogs](#)

[The Veteran’s Spouse Project](#)

[V.O.I.C.E.S. Against Sexual Assault \(nonprofit\)](#)

PET CARE

[KnS Equine Systema Farm, LLC](#)

[Old Fashion K9, LLC](#)

[POOCH RUNS](#)

[Super Novak9](#)

[The Paws Corner](#)

PHOTOGRAPHY

[Alison Bell Photographer](#)

[Amanda Brisco Photography, LLC](#)

[Amy Clark Creative](#)

[Anna Spiering Photography](#)

[Augen Blicke By Steffi Sessoms](#)

[AVC Photo Projects](#)

[Bee photos](#)

[Beebower Productions, Inc.](#)

[Beloved by Starla Jean](#)

[Brittany Harmening Photography](#)

[Brittany V Photography](#)

[Cameau Enterprises, LLC, DBA CAMPspace](#)

[Christa Paustenbaugh Photography](#)

[Coral House Productions](#)

[Danielle Hiltner Photography](#)

[Emma B Photography](#)

[Emphasis.LA](#)

[Eve & Juniper Studios](#)

[Fingers and Toes Photography](#)

[Impac Media Group](#)

[Jenelle Botts Photography](#)

[Jenny Hansen Photography](#)

[Jerelsy Photography](#)

[Joanie Zipperer Photography, LLC](#)

[Julie Igo Photography](#)

[Kelley Stinson Photographyy](#)

[Kia & Co](#)
[Kim Kimber Photography](#)
[MILSTOCK. |](#)
[Mr. Brian Walsh Photography](#)
[Nanu Graphics](#)
[Nicole Lockhart Photography](#)
[Photogra-Z](#)
[Raquel Rivera Photography](#)
[Rebecca Caroline Photography](#)
[Ricker VA Assistance & J9 Studio](#)
[Romasanta Media, LLC](#)
[Samantha Lynn Photography](#)
[Shelby Roberts Photography](#)
[Sherry Dornblaser Photography](#)
[VSD Photography](#)

PODCASTS

[A Wild Ride Called Life](#)
[Airman to Mom](#)
[Caroline Cowie Schafer, Podcast Producer](#)
[Coins and Connections](#)
[Confessions of a Military Spouse](#)
[Deeply Rooted](#)
[M-Powered](#)
[Married to Military, LLC](#)
[MilSpouse Mastermind](#)
[Owning Up](#)
[Stay at Home Profit](#)
[The Intuitive Collective](#)
[The Learning Corner](#)
[The Spouse Angle](#)
[The Teachable Soul](#)
[The Waiting Warrior](#)
[Trisha Fraley, LLC](#)

REAL ESTATE/PCS

[Alyssa Wray, Licensed Real Estate Agent, VA](#)
[Candice Saenz Real Estate Strategist](#)
[Catherine Abiera Lumbres](#)
[CDay Pacific Group Keller William’s Realty](#)
[Desert Heroes](#)
[Doleman Realty Development, LLC](#)
[Excerebus\(TM\) Logistics, Inc.](#)
[Hello Home Realty Team](#)
[Jaima Botterbush, Real Estate Agent](#)

[Jennifer Huggins, Realtor-Ambassador for Pay-It-Forward, Inc.](#)
[List & File](#)
[Mac Pherson House](#)
[Mandy Mitchell](#)
[Mariana Bridges](#)
[Marilyn Richesin Realtor, Keller Williams](#)
[Mountain Peak Realty](#)
[My Ultimate PCS](#)
[Neka Blair, LLC](#)
[New Jersey Realtor](#)
[NextHome Integrity First](#)
[Pack Trotta](#)
[TC Service Pro, LLC](#)
[Walker Real Estate Experts](#)

RELIGIOUS

[A Faithful Step](#)
[Against The Grain Group, LLC](#)
[Nueva Ministries](#)
[Planting Roots](#)
[Rev. I, do Officiating](#)
[Violet Detre, Speaker Author Happiness Advocate](#)
[Wearing My Prayers](#)

TRAVEL

[Endless Routes Travel, LLC](#)
[Flyga Twiga™](#)
[Greight Company, LLC](#)
[Incredible Memories Travel](#)
[Jetset Destinations](#)
[MacPherson House Bed & Breakfast](#)
[Magical Moments Vacations](#)
[Mommy and Me Travels](#)
[RnR Vacations and Cruises, LLC by Dream Vacations](#)
[The Bali House and Cottage at Kehena Beach Hawaii](#)

TECHNOLOGY/SOFTWARE

[AABLE LLC](#)
[Black Wallet](#)
[Caroline Heeren Creative](#)
[Coral House Productions](#)

[DynoSafe](#)
[GotSpot, Inc.](#)
[InstantHandz](#)
[Kovinno Inc.](#)
[Milcam](#)
[MilEmoji](#)
[MustWants](#)
[My Ultimate PCS](#)
[Neka Blair](#)
[NomadAbout](#)
[Sawston Wealth Management, LLC](#)
[SHI’ Management](#)
[Skill-Dev](#)
[Spouse-ly](#)
[Touchless Tech](#)
[Wayfarer Financial, LLC](#)

VIRTUAL ASSISTANTS

[All About Her Business](#)
[Brittany Dantzler](#)
[Britteney Barber](#)
[Finished Well, LLC](#)
[Freedom Makers](#)
[JLE Virtual Solutions](#)
[Kaitlyn Cerrato Virtual Assistant](#)
[KF Virtual Assistant](#)
[Kopf Consulting Virtual Assistance](#)
[Levantay](#)
[Meredith Whitley](#)
[Modified by Melissa](#)
[Mowery & Co](#)
[Organized Q](#)
[Skycee Virtual Solutions, LLC](#)
[Stay at Home Profit](#)
[The VA Wonderland](#)
[Thompson Consulting](#)
[Your Time Negotiator](#)
[Your Virtual HQ](#)

OTHER

[American Environmental Assessment & Solutions, Inc.](#)